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### CONVENTION PROCEEDINGS

This year, AEDS will formally publish its convention proceedings. They will cover all aspects of educational data processing, emphasizing the theme of the 1973 convention - "Humanizing Education, Our Goal." This will be one of the few definitive publications in the field in recent years and should be of considerable interest and value to the educational community. Copies may be obtained by sending a check or purchase order to AEDS, 1201 Sixteenth St. N.W., Washington, D.C. 20036. Regular price is \$8; AEDS members will receive a reduced price of \$5.

## NEW BOOKS

CHARLES H. GREENE  
AEDS Book Review Editor

*(Editor's note: Perhaps this book is not ideally suited for Monitor readership but I suspect a significant number of readers indulge in or are interested in independent consulting work or selling systems they have designed. Such persons can profit from the book and others, too, will like it.)*

**Fun and Guts: The Entrepreneur's Philosophy.** Joseph Mancuso, Reading, Mass.: Addison-Wesley Publishing Co. 1973. 208 pp. (\$6.50).

"Breathes there a man with soul so dead, who never to himself hath said, 'I'd like to be a millionaire.'" **Fun and Guts** is addressed to those in business for themselves or those who, even idly, might be interested in such a venture. It provides enlightenment too for friends, relatives and employees. Unlike the get-rich-quick books which continually appear, touting their authors' pet formulas and schemes, this one examines entrepreneurship broadly and with wit. It draws on the experience of a management consultant who himself has founded and run several businesses.

The chapters follow, in some sense, "the classic life cycle of the small business": the idea, starting up, financing, the growth crisis, maturity crisis, transition and philosophy. Rather than presenting mechanistic procedures for organizing activity and dealing with these phases, the book is a compendium of facts, correlations, informed opinions, parables, examples and warnings, sorted by the chapter headings. Emphasis on attitudes, behavior and other characteristics of entrepreneurs, successful and otherwise, is evident.

This is a small book; frequently pages are only partly filled. But the insights entertainingly provided are valuable. It is stimulating, rewarding, recommended light reading.

*(Reviewed by Charles M. Greene, Morris & Dickson Co. Ltd., Shreveport, La.)*